Meridian's Flag Ship Solution

Successful Presenza Deployments

MERIDIAN
CONCEPT TO COMPLETION

Presenza

Clear Channel Airports

Clear Channel Airports ("CCA") utilized Meridian to build a turn-key solution for interactive digital signage and advertising for installation at airports across the US and Canada.

The kiosks allow CCA to sell advertising to local amenities such as hotels, transportation, entertainment and restaurants. A list of advertisers are displayed within each category. When an advertiser is selected, a road map appears plotting driving directions from the user's present location at the kiosk to the selected destination. The CCA application also features phone service, providing the user with the ability to call a selected advertiser directly from the kiosk

The interactive digital signage solution, developed by Meridian and powered by MzeroSoftware, leverages many of the existing technologies available in the MzeroPlatform. These integrations made it possible to release the first version of the CCA digital signage solution within a matter of weeks. The Mzero phone service provides an all-software approach to voice over IP (VoIP) calling over a wireless 4G network using the kiosk telephone handset and phone pad, or on- screen prompts. Mzero also provided the means to send outbound SMS messages containing information about the advertiser so the viewer can take the information with them on their mobile device. QR Codes are also employed to allow the user to transfer information about the advertiser quickly to their mobile device.

According to the American Disabilities Act (ADA), US Airports fall under a special zone for ADA compliance, requiring physical reach / height regulations, accessibility to the deaf and also the visually impaired. To address the physical requirements, Meridian assessed the hardware and positioned screen content of the 46" screen within reach of the compliance guidelines. Content that was out of reach of the user may be pulled down into the compliance area using buttons near the bottom of the screen. To address accessibility for the visually impaired, Meridian utilized the Mzero ADA accessibility features to present all the screen content as Interactive Voice Response (IVR) which is a technology that allows the kiosk software to interact with users through use of voice prompts (the screen text is read to the user) and DTMF tones (input by the telephone keypad to select an option from the screen). This allows the visually impaired to access all the same features on the kiosk as any other individual. Mzero software automatically updates the IVR menu to match changes in the screen content that are published by CCA from the content management system.

Presenza

Super Bowl Kiosk

Super Bowl 50 attendees needed a way to be able to browse exclusive merchandise that could be purchased at the NFL Shop throughout the stadium.

The Challenge

Legends, known for its industry-leading hospitality, catering and merchandising operations, was awarded stadium merchandising rights for Super Bowl 50 at Levi's Stadium. Legends teamed with Facility Management Inc. to win the bid for its first Super Bowl as stadium merchandise concessionaire. Given the significance of the iconic sporting event and with over 70,000 in attendance, Legends needed a way to engage with fans, shorten wait times and keep stadium merchandise stores under capacity.

" Meridian's highly configurable interactive digital signage allowed fans to browse exclusive merchandise for purchase at the NFL Shop throughout the stadium.

The Solution

In January 2015 Legends enlisted the help of Meridian to create a robust retail solution. Meridian and Legends partnered to deploy interactive digital signage at Levi's Stadium. InterAct, Meridian's highly configurable, easy-to-use, interactive digital signage software application, allowed fans to browse exclusive merchandise that could be purchased at the NFL Shop presented by Visa retail stores located throughout the stadium. The interactive software solution was installed on six Presenza kiosks, Meridian's flagship interactive digital signage kiosk.

The Result

Super Bowl 50, held on February 7, 2016, produced a record $4.6M in merchandise sales at Levi's Stadium. Following the success of the Super Bowl, Legends reassigned the six Meridian kiosks to venues at Indianapolis Motor Speedway, AT&T Stadium, Raymond James Stadium, Freedom Tower and Yankees Stadium. Meridian and Legends are continuing to collaborate on enhancements to the InterAct digital signage software application that will provide an even greater user experience at these venues.

Presenza

American Dream Mall

The American Dream Mall is located in East Rutherford, New Jersey and boasts nearly 3 million square feet of retail and entertainment space.
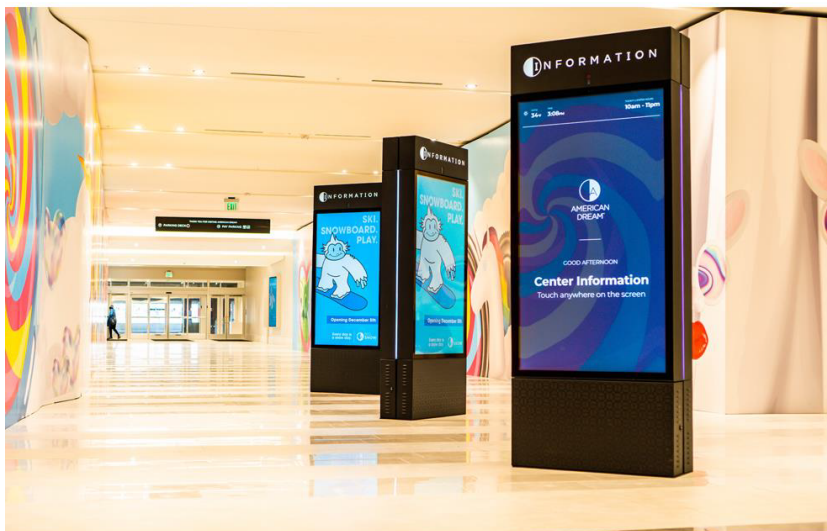
The Challenge

American Dream Mall approached Meridian for a solution to increase advertising space and engagement for their nearly 3 million square foot retail and entertainment complex located in East Rutherford, New Jersey.

> " Meridian engineered more than 76 fully interactive 55" and 65" digital signage solutions for the American Dream Mall.
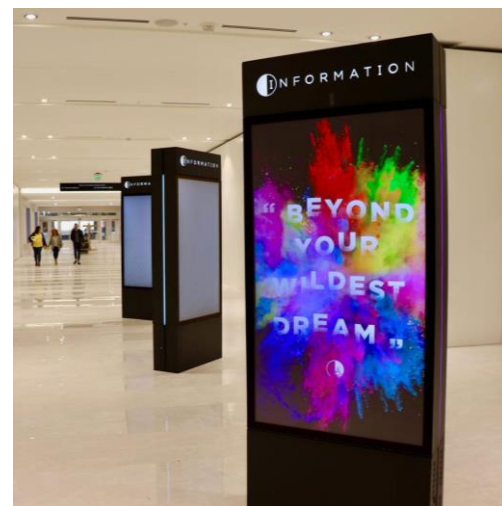
The Solution

Meridian partnered with SNA Displays to engineer more than 76 fully interactive 55" and 65" digital signage solutions for the American Dream Mall in 2020. The solutions were designed to assist patrons with wayfinding and navigation through the expanse of the mall as well as offering opportunities for digital advertising creating a sleek and modern feel to the mall.

The Result

Meridian and SNA Displays were able to completely transform the overall atmosphere of the American Dream Mall providing interactive advertising and wayfinding opportunities to patrons as they walked along the almost 3 million square miles of entertainment and retail venues.

Presenza

Columbus Airport

Port Columbus International Airport needed a wayfinding solution to help travelers navigate both the airport and the city of Columbus, OH.

The Challenge

There is nothing more frustrating than trekking through an airport to find something after a long, stuffy flight. Hoping to address these concerns, Port Columbus International Airport (CMH) needed a solution to help it's visitors navigate the airport and city with ease. With Meridian's interactive digital wayfinding kiosks they accomplished that and so much more.

> " It was of utmost importance to be able to have robust administrative and management tools in order to effectively manage multiple kiosks.

The Solution

Meridian provided CMH with a unique wayfinding kiosk solution. Utilizing the wayfinding kiosks, CMH travelers can easily arrange transportation, find local restaurants, and make hotel accommodations. CMH's solution was completely custom using the world's leading remote access technology, based upon their goals and expectations.

The Result

At Meridian we're not interested in the boilerplate approach when it comes to technology. With CMH it was of utmost importance to be able to have robust administrative and management tools in order to effectively manage multiple kiosks. The solution included:

- Third Party Web APIs
- CRM Integration
- Payment Portal
- Social Media Integration

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